# SBA Nomination Guidelines National Small Business Week Awards 2001

Welcome to the 38th National Small Business Week! This year's annual celebration promises to be one of our most memorable ever. The President sets aside National Small Business Week each year to formally recognize the crucial role America's small business community plays in the economy. That community is more vibrant than ever, with approximately 25.5 million small businesses employing more than half the American work force. They've helped create almost 20 million new jobs over the last eight years.

Our favorite part of National Small Business Week is the recognition it gives to our best and brightest entrepreneurial talent. That's where you come in.

You can be a part of this celebration by nominating an outstanding small business owner and/or small business advocate in your community for one of several different awards. These include the Small Business Person of the Year, Advocate of the Year and other special awards.

This brochure includes a detailed description of each award and provides a "how-to" guide for preparing and submitting a nomination package.

#### Introduction

In recognition of the small business community's contributions to the American economy and society, the President of the United States designates one week each year as National Small Business Week. Small Business Week 2001 will take place in late spring.

In the run-up to the spring event, the U.S. Small Business Administration, in partnership with public- and private-sector small business supporters, will cosponsor special events honoring the nation's entrepreneurs at the local, state and national levels.

The highlight of National Small Business Week is the presentation of awards spotlighting the outstanding contributions of small business persons and advocates at the district,\* state and national levels.

Winners in the following award categories will be invited to Washington, D.C., during National Small Business Week for a series of special events in their honor: Disaster Recovery; Small Business Advocate; Special Achievement; and Small Business Person of the Year from each of the 50 states, the District of Columbia, Puerto Rico and the U.S. Virgin Islands, and Guam. The national Small Business Person of the Year will also be announced and honored during the celebration in the nation's capital.

 District-level awards are presented only in those states served by more than one SBA district office. See the list beginning on page 16.

## The Awards

#### **Small Business Person Awards**

Small Business Person of the Year

## Phoenix Awards\*

- Small Business Disaster Recovery
- Outstanding Contributions to Disaster Recovery

#### **Small Business Advocate Awards**

- Accountant Advocate of the Year
- Entrepreneurial Success
- Financial Services Advocate of the Year
- Home-based Business Advocate of the Year
- Minority Small Business Advocate of the Year
- Small Business Exporter of the Year
- SBAYoung Entrepreneur of the Year
- Small Business Journalist of the Year

- Veteran Small Business Advocate of the Year
- Women in Business Advocate of the Year

## Special Achievement Awards\*

\* Presented only at the national level

#### **To Nominate**

Any individual or organization dedicated to the support of the small business community in the United States, including, but not limited to, trade and professional associations and business organizations, may submit nominations for Small Business Person awards, Small Business Advocate awards and Special Achievement awards.

Nominations must be submitted to the nearest U.S. Small Business Administration district office in your state or territory (see list beginning on page 16). Nomination procedures for the Disaster Recovery awards are on pages 7-8. **All nominations must be postmarked or hand delivered no later than Nov. 13, 2000.** 

You may submit each nominee for one award category only. Nominations must be typewritten on one side of 8 1/2" x 11" white stationery, collated and secured in a 11/2" binder. Incomplete nomination packages will not be considered. A complete nomination package will include, in the following order:

- 1. A single cover page with
  - the nominee's full name, title, business and home addresses with telephone and fax numbers:
  - the award for which the nomination is being made;
  - the nominator's name, title, place of business, business address and telephone number; and
  - a one-paragraph description of the nominee's business for Small Business Person of the Year, Small Business Exporter of the Year, Entrepreneurial Success Award, SBA Young Entrepreneur of the Year and Welfare to Work Entrepreneur of the Year nominations, or the profession/occupation for all Advocate of the Year nominations.
- 2. A completed SBA Form 898 (Biographical Data) available from the SBA district office nearest you. For "team" nominations for Small Business Person of the Year, a Form 898 is required for each team member.
- 3. An original 8" x 10" or 5" x 7" black and white photo of the nominee; photocopies are not acceptable.

- 4. A nomination letter, not exceeding three pages.
- 5. A brief biography of the nominee, not exceeding two pages.
- 6. A business profile, not exceeding two pages.
- 7. A concise statement of the qualities and performance that merit the award, not exceeding four pages.
- 8. A financial statement of the nominee, not exceeding 12 pages, on 8 1/2" x 11" paper (required only for Small Business Person of the Year, Exporter of the Year, Entrepreneurial Success Award, and SBA Young Entrepreneur of the Year).
- 9. Any other support documentation deemed significant by the nominator, including news clips, letters of recommendation, and other evidence of the appropriateness of the nomination. Support documentation must not exceed 10 pages. Videos will not be considered.

## **Selection Procedures**

Small Business Persons of the Year and Advocates of the Year will be selected at the state and national levels. In those states served by more than one SBA district office, awards will also be presented at the district level. Winners at each level will be considered for awards at the next highest level. Nomination packages for each state winner will be sent to regional SBA offices and prepared for transmittal to the SBA National Advisory Council Office for review. The National Small Business Person of the Year will be selected by the SBA Administrator based on the recommendations of the SBA's National Advisory Council. The winner will be announced during National Small Business Week.

For information regarding the selection procedures for the Disaster Recovery awards, see pages 7-8.

## **Key Deadlines**

**Nov. 13, 2000** Small Business Week 2001 nominations must be received by SBA district offices.

**Dec. 11, 2000** SBA district winners are selected from multidistrict states; state winners are selected from single-district states.

**Feb. 23, 2001** The SBA's National Advisory Council selects state winners in multidistrict states. SBA Office of Advocacy judges select the National Advocates

**Mar. 11, 2001** State Small Business Persons of the Year, National Advocates of the Year and Special Achievement award winners are announced.

## **Eligibility and Evaluation Criteria**

All nominees for National Small Business Week awards must be residents of and employed in the United States and will be subject to background checks. Small businesses owned and operated by nominees must comply with federal civil rights laws (see page 3 for nomination requirements). The U.S. Small Business Administration's size standards apply in defining a business as small. Consult your nearest SBA district office if you have questions.

#### **Small Business Person Awards**

## Small Business Person of the Year

Any individual who owns and operates or bears principal responsibility for operating a small business may be nominated. Partners who jointly own and operate a small business may be nominated as a "team," so long as the number of individuals in the team nomination does not exceed four.

#### Evaluation Criteria:

- Staying power A substantiated history as an established business.
- Growth in number of employees A benchmark to judge the impact of the business on the job market.
- Increase in sales and/or unit volume An indication of continued growth.
- Current and past financial reports (profit-and-loss statements and balance sheets for the last three complete years) A substantiation of the improved financial position of the business.
- Innovativeness of product or service offered An illustration of the creativity and imagination of the nominee.
- Response to adversity Examples of problems faced in the nominee's business and the methods used to solve them.
- Contributions by the nominee to aid community-oriented projects Evidence of the use of his/her personal time and resources.

## **Phoenix Awards**

Phoenix Awards are given to those individuals whose efforts and contributions have enabled their businesses or communities to recover successfully from a disaster.

## Phoenix Award for Small Business Disaster Recovery

Any individual who owns and operates a small business that suffered physical damage following a disaster and received an SBA physical disaster loan may be nominated. The SBA disaster area offices will nominate and clear Phoenix Award nominees. A panel of representatives from SBA's Office of Disaster Assistance, the Federal Emergency Management Agency and the American Red Cross will select the national award winner.

- Recent disaster The business suffered a physical disaster loss and received an SBA disaster loan during fiscal 1999 and/or fiscal 2000.
- Extent of damage The business suffered at least 40 percent damage that was not covered by insurance.
- Resiliency The business successfully resumed its operations within the same area.

- Staying power The business maintained at least 90 percent of its pre-disaster employment level.
- Contribution to the local community (e.g., the only supermarket in town, a major employer in the city, etc.).
- Speed of recovery.
- Initiative and innovation displayed during recovery.
- Efforts made by the business to protect the property from future disaster losses.

## Phoenix Award for Outstanding Contribution to Disaster Recovery

A Phoenix award will also be presented to a private-citizen volunteer and to a state or local government official who made outstanding contributions to the community's recovery following a natural disaster.

The SBA disaster area offices will make nominations. A panel of representatives from federal disaster-relief agencies, including FEMA and the American Red Cross, will select the two national award winners.

#### **Small Business Advocate Awards**

## Accountant Advocate of the Year

Individuals who have contributed as accountants to a better economic and financial climate for small companies may be nominated. Nominees may or may not be small business owners.

## **Evaluation Criteria:**

- Volunteering time and energy outside of business duties to assist small businesses.
- Advocacy of a reduction of financial and regulatory requirements for small businesses.
- Support for initiatives to promote legislation strengthening the financial health of small businesses.
- Participation in other activities that exemplify the nominee's efforts to improve the economic climate for small businesses.

## **Entrepreneurial Success**

Individuals meeting the following two criteria may be nominated: They must own and operate businesses initially launched as small businesses according to SBA size standards and subsequently developed into large businesses; and they must have received SBA assistance to help the businesses grow.

- SBA assistance Documentation of the type(s) and amount(s) of SBA assistance received by the business and the year(s) in which they were received.
- Growth in number of employees A benchmark to judge the impact of the business on the job market. (Note: Since work force size varies from industry to industry, nominees must have met the SBA size standards for small businesses in their industries at the time of the SBA assistance and now exceed those standards.)
- Increase in sales and/or unit volume Documentation comparing annual sales at the time of the SBA assistance to current annual sales.

- Current and past financial reports To substantiate the financial strength of the business, profit-and-loss statements for the past three years must be provided.
- Innovativeness of product or service offered An illustration of the creativity and imagination of the business demonstrating its ability to remain competitive.
- Evidence of contributions to community-oriented projects While community involvement is essential for any business, regardless of size, the added resources of a larger business demand an even greater role in advancing the interests of the community.

## Financial Services Advocate of the Year

Individuals who assist small businesses in obtaining financing, either directly or through advocacy efforts to increase the availability of financial services, may be nominated.

## **Evaluation Criteria:**

- Outside of regular business duties, the amount and quality of assistance given small businesses to obtain financing.
- Advocacy of changes in the financial services industry to assist small companies.
- Encouragement of the flow of investment capital to small ventures.
- Active support for legislative or regulatory action designed to help small firms.
- Other significant contributions through the financial services industry to advance small business interests.

## Home-based Business Advocate of the Year

Individuals who have experienced the rewards and difficulties of home-based businesses and have dedicated volunteer efforts to improve the climate for these businesses may be nominated.

## Evaluation Criteria:

- Volunteering time and energy to improve the conditions for home-based businesses.
- Engaging in entrepreneurial training, policy development efforts, or financial or business planning specifically tailored for home-based businesses.
- Demonstrated interest in home-based business as an owner or former owner.
- Measurable accomplishments in advancing home-based businesses, such as adoption of public policy or expansion of a program.

## Minority Small Business Advocate of the Year

Individuals who have fulfilled a commitment to support minority entrepreneurship may be nominated. Nominees may or may not be small business owners.

- Volunteer efforts beyond business/professional responsibilities to advance minority small business interests within the community, state and/or nation.
- Demonstrated efforts to improve conditions in the minority small business community as a whole, not solely for individual personal advancement.
- Voluntary provision of professional services to the minority small business community in a legal, legislative, managerial or financial capacity.

- Demonstrated accomplishments in advising minority small business groups of opportunities within the overall business community.
- Other accomplishments demonstrating the nominee's merit as an effective advocate for minority small business interests.

## Small Business Exporter of the Year

Any individual who owns and operates a small business engaged in exporting may be nominated..

#### Evaluation Criteria:

- Increased sales, profits and/or growth of employment because of exporting. (The nomination package must include profit-and-loss statements and balance sheets for the past three years.)
- Creative overseas marketing strategies, with a description of the products exported and markets served.
- Effective solutions to export-related problems.
- Demonstrated encouragement of other small businesses to export.
- Volunteer assistance to other small businesses entering the export market.
- Cooperation with other businesses in the creation of export trading companies and/or introduction of unique trading relationships, products or services.

## SBA Young Entrepreneur of the Year

Any individual who serves as a majority owner and operates or bears principal responsibility for operating a small business with a three-year track record, and who will not have reached the age of 30 by June 1, 2001, may be nominated.

## **Evaluation Criteria:**

- Evidence of success as measured by sales and profits. (The nomination package must include profit-and-loss statements and balance sheets for the past three years.)
- Increased employment opportunities created by the nominee's business.
- Development and/or utilization of innovative or creative business methods.
- Demonstrated entrepreneurial potential necessary for long-term business success and economic growth.

## Small Business Journalist of the Year

Journalists representing television, radio, electronic or print media may be nominated. Sample articles or tapes are encouraged.

- Concerted efforts to increase public under- standing of the importance of small business contributions to the economy.
- Contribution of news and feature stories, editorials, columns and commentary that highlight and analyze small business issues.
- Voluntary community service aimed at enhancing small business opportunity and growth.
- Other achievements that exemplify the nominee's media efforts to improve the understanding of the role of small business in the U.S. economy.

#### Veteran Small Business Advocate of the Year

Individuals who have fulfilled a commitment to advancing small business opportunities for veterans of the U.S. armed forces may be nominated. Nominees may or may not be veterans.

## Evaluation Criteria:

- Active support for legislative or regulatory action designed to help small businesses.
- Evidence of increased business opportunities for veterans as a result of the nominee's actions.
- Advisory activities to improve awareness among veterans' groups of small business opportunities.
- Advocacy of special consideration for veteran-owned small businesses in government policymaking.
- Demonstrated accomplishment in obtaining support within the community for the establishment of veteran-owned small businesses.
- Other accomplishments demonstrating the owned small businesses.

## Women in Business Advocate of the Year

Individuals who have fulfilled a commitment to the advancement of women's business ownership may be nominated. Nominees may or may not be small business owners.

## **Evaluation Criteria:**

- Active support for legislative or regulatory action designed to help small businesses.
- Efforts to increase business and financial opportunities for women.
- Legal, financial or managerial assistance provided to enhance women's business ownership.
- Volunteer efforts to strengthen the role of women business owners within the community.
- Advocacy of the women-owned business community as a whole, not solely for individual personal advancement.
- Other accomplishments demonstrating effectiveness in improving the environment for the creation and expansion of businesses owned and operated by women.

## **Special Achievement Awards**

In addition to the awards previously described, the SBA's chief counsel for the Office of Advocacy will occasionally select individuals for special awards during National Small Business Week. In the past, the chief counsel has recognized national leaders in public policy advancement, small business development and economic research. Those award winners typically have spent many years working for the small business community on national issues. Awards are not necessarily given every year.

Send nominations for Special Achievement awards to the following address:

Chief Counsel's Award Office of Advocacy

409 Third Street, S.W. Mail Code: 3114

Washington, DC 20416

## SBA REGIONAL OFFICES

Region I
10 Causeway Street
Suite 812
Boston, MA 02222
Tel: 617-565-8415

Region II 26 Federal Plaza Room 3108 New York, NY 10278 Tel: 212-264-1450

Region III Robert N.C. Nix Federal Bldg. 900 Market St., 5th floor Philadelphia, PA 19107 Tel: 215-580-2722

Region IV 233 Peachtree Street, N.E. Suite 1800 Atlanta, GA 30303 Tel: 404-331-4999

Region V 500 West Madison Street Suite 1240 Chicago, IL 60661 Tel: 312-353-0357

Region VI 4300 Amon Carter Blvd. Suite 108 Fort Worth, TX 76155 Tel: 817-684-5580

Region VII 323 West 8th Street Suite 307 Kansas City, MO 64105 Tel: 816-374-6380

**Region VIII**721 19th Street
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Region IX 455 Market Street S-2200 San Francisco, CA 94105 Tel: 415-744-2118

Region X
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1200 6th Avenue
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Seattle, WA 98101 Tel: 206-553-5676

## **ŞBA DISTRICT OFFICES**

ALABAMA 2121 8th Avenue North Suite 200 Birmingham, AL 35203 Tel: 205-731-1344

**ALASKA** 222 West 8th Avenue Box 67, Room A36 Anchorage, AK 99513 Tel: 907-271-4022

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Fresno, CA 93727
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660 J Street, Room 215 Sacramento, CA 95814 Tel: 916-498-6410

550 West C Street Suite 550 San Diego, CA 92101 Tel: 619-557-7250

455 Market Street 6th Floor San Francisco, CA 94105 Tel: 415-744-8474

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DISTRICT OF COLUMBIA 1110 Vermont Ave., N.W. Suite 900 Washington, DC 20005 Tel: 202-606-4000

FLORIDA 100 South Biscayne Blvd. 7th Floor Miami, FL 33131 Tel: 305-536-5533

7825 Baymeadows Way Suite 100-B Jacksonville, FL 32256 Tel: 904-443-1970

GEORGIA 1720 Peachtree Road, NW 6th Floor Atlanta, GA 30309 Tel: 404-331-0100

GUAM 1st Hawaiian Bank Bldg. 400 Route 8 Suite 302 Mongmong, GU 96927 Tel: 671-472-7277

Hawaii 300 Ala Moana Boulevard Box 50207, Room 2-235 Honolulu, HI 96850 Tel: 808-541-2990

IDAHO 1020 Main Street Suite 290 Boise, ID 83702 Tel: 208-334-1696

ILLINOIS 500 West Madison Street Room 1250 Chicago, IL 60661 Tel: 312-353-5031

INDIANA 429 N. Pennsylvania Ave. Suite 100 Indianapolis, IN 46204 Tel: 317-226-7272

lowa 215 4th Avenue Road, S.E. Suite 200 Cedar Rapids, IA 52401 Tel: 319-362-6405 210 Walnut Street Room 749 Des Moines, IA 50309 Tel: 515-284-4026

KANSAS 271 West Third St. North Suite 2500 Wichita, KS 67202 Tel: 316-269-5978

**KENTUCKY**600 Dr. M.L. King Jr. Place
Downtown Station
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Louisville, KY 40202
Tel: 502-582-5978

Louisiana 365 Canal Street Suite 2250 New Orleans, LA 70130 Tel: 504-589-2744

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MARYLAND 10 South Howard Street Suite 6220 Baltimore, MD 21201 Tel: 410-962-4392

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MISSISSIPPI AmSouth Plaza, Suite 900 210 East Capitol Street Jackson, MS 39201 Tel: 601-965-5371

Missouri 323 West 8th Street Suite 501 Kansas City, MO 64105 Tel: 816-374-6708 815 Olive Street Room 242 St. Louis, MO 63101 Tel: 314-539-6600

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RHODE ISLAND 380 Westminster Mall Suite 511 Providence, RI 02903 Tel: 401-528-4561

SOUTH CAROLINA 1835 Assembly Street Room 358 Columbia, SC 29201 Tel: 803-765-5339

SOUTH DAKOTA 110 S. Phillips Ave. Suite 200 Sioux Falls, SD 57104 Tel: 605-330-4231

**TENNESSEE** 50 Vantage Way Suite 201 Nashville, TN 37228 Tel: 615-736-5850

**TEXAS** 

10737 Gateway West Suite 320 El Paso, TX 79935 Tel: 915-633-7007

4300 Amon Carter Blvd. Suite 114 Fort Worth, TX 76155 Tel: 817-885-5500

222 East Van Buren Street Room 500 Harlingen, TX 78550 Tel: 956-427-8625

9301 Southwest Freeway Suite 550 Houston, TX 77074 Tel: 713-773-6500

George Manon Fed. Bldg. 1205 Texas Ave., Room 408 Lubbock, TX 79401 Tel: 806-472-7462

727 E. Durango Boulevard 5th Floor San Antonio, TX 78206 Tel: 210-472-5904

UTAH 125 South State Street Room 2237 Salt Lake City, UT 84138 Tel: 801-524-3200

VERMONT 87 State Street Suite 205 Montpelier, VT 05602 Tel: 802-828-4422

VIRGINIA Federal Building 400 North 8th Street 11th Floor Richmond, VA 23240 Tel: 804-771-2400

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WYOMING

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#### For More Information

SBA offices are located in all 50 states, the District of Columbia, Puerto Rico, the U.S. Virgin Islands and Guam. For the office nearest you, look under "U.S. Government" in your telephone directory, or contact:

Phone: 1-800 U ASK SBA

E-mail: answerdesk@sba.gov

• Fax: 202-205-7064 • TDD: 704-344-6640

 OnLine Electronic Bulletin Board (modem and computer required) 1-800-697-4636 (limited access) 1-900-463-4636 (full access) 202-401-9600 (Washington, D.C. metro area)

Internet

Home page: www.sba.gov Gopher: gopher.sba.gov Telnet: telnet.sba.gov

U.S. Business Advisor: www.business.gov

Your rights to regulatory fairness:

1-888-REG-FAIR

Inquire at your local SBA office for the location of the following resources:

- BICs Business Information Centers
- TBICs Tribal Business Information Centers
- OSCSs One Stop Capital Shops
- SCORE Service Corps of Retired

Executives

- SBDCs Small Business Development Centers
- USEACs U.S. Export Assistance Centers
- WBCs Women's Business Centers

#### **Publications**

• The Facts About . . . SBA Publications -- a listing of free SBA publications

All of the SBA's programs and services are provided to the public on a nondiscriminatory basis.

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